

14TH ANNUAL  
**ELECTRIC**  
  
**POWER**<sup>TM</sup>  
CONFERENCE & EXHIBITION

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**TO: ELECTRIC POWER 2012 EXHIBITORS**

**DATE: February 2012**

**FROM:** Hunter Jones, Show Director

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Sara Lowery Ng, Sales Manager  
Julien DuPont, Exhibit Sales  
Kim Arellano, Conference Director  
Jill Dean, Group Attendance Sales

Gabe Geller, Marketing Manager  
Melissa Helms, Registration  
Doug leak, Marketing Assistant  
Theresa Nguyen, Administrative Assistant

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**Thank you for your support and participation in the 14<sup>th</sup> Anniversary of ELECTRIC POWER at the Baltimore Convention Center in Baltimore, Maryland from May 15-17, 2012. We appreciate your involvement and are committed to making your investment pay off with increased business through contacts you make here!**

This year at **ELECTRIC POWER 2012**, a very aggressive attendance program has been implemented to promote participation. The primary conference and the additional co-located meetings are attracting clients and generating companies that you want to see from all of the related industry segments.

**Please visit [www.electricpowerexpo.com](http://www.electricpowerexpo.com) and click on EXHIBITORS and then EXHIBITOR KIT to access the forms and information you will need for your exhibiting experience at ELECTRIC POWER.**

Here is an overview of the materials listed on the index in this kit:

**[1. General Information:](#)**

This section includes the Schedule of Events and a list of the official Contractors for this year's event, Deadlines Checklist to remind you of important deadlines, as well as Booth Packaging options. You will also find the Floor Plan of the exhibition hall and meeting room layouts of the Baltimore Convention Center where functions will be held. Additionally, a sample of the Insurance Certificate is included. Finally, in this section you will find a copy of the Rules and Regulations for all exhibitors. **Please be sure to read and understand all of these since they are strictly enforced during the exhibition.** Looking for a turnkey solution for your exhibit space needs? [View](#) our Smart Booth packages to see how we can help you.

**[2. Electric Power Sponsors:](#)**

This section includes the Sponsorship logo page links. These Sponsorship Programs allows your company to stand out from the crowd. These sponsorships offer specially priced packages providing you with additional exposure, recognition and value.

### [3. ONLINE Registration Options – and Registration Link – Make sure to check for Early Bird Deadlines:](#)

[Click here for the direct link to Exhibitor Booth Staff Registration](#)

*Or Go to Secure ONLINE Registration: Click on Exhibitor Booth Staff Only - NO CHARGE & NO LIMIT:*

#### Exhibitor Booth Staff and Exhibitor Delegate Registration Form

Exhibitor Booth Staff Registration - You may register as many persons to staff your booth as you feel are necessary, at no charge. Please go online for more instructions on the Registration Options page.

Exhibitor Delegate Registration – 25% off the regular price. Exhibitors who will also be attending the conference sessions (May also be Booth Staff), use this form if your company will be taking one of the Corporate or Unlimited Registration Plans. Complete all sections and boxes, so that the demographics you need after the show will be recorded. List their company function as well as the job and purchasing functions on each. Completing this information is very important so that the full demographics of the event may be determined.

For complete details, contact Melissa Helms

Ph: 713-343-1883

Email: [melissah@tradefairgroup.com](mailto:melissah@tradefairgroup.com)

**\*\*\*An Exhibitor Delegate is also allowed on the exhibit floor when it is closed to non-exhibitors\*\*\***

#### **GROUP PLANS – Send more – Save more!**

**Unlimited Registration Plan** – Maximize your attendees from your location as well as “sister” locations within your company with the Unlimited Plan. Send as many delegates as you wish to the conference for a registration fee equal to the fee of just 15 individuals.

**Corporate Plan** – Allows you to send 10 delegates for extra savings. This Corporate Plan allows you to send up to 10 delegates for the equal fee of 5 delegates – great savings here!

**The Plant Pack** – developed exclusively for plant management wishing to send a team to the conference, but not having sufficient delegates for a large group plan. Send up to five delegates with this plan – and realize excellent savings.

50% off all group plans for Genco Alliance Members

For complete details, contact Jill Dean:

Ph: 713-343-1880

Email: [jilld@tradefairgroup.com](mailto:jilld@tradefairgroup.com)

**Someone from your staff should be designated as a CONTACT for the corporate plans.**  
Information on these plans should be distributed throughout your company to utilize the discounts fully!

### 3. Vendor Services:

Freeman Decorating (FDC) is the appointed general service contractor and provides you with the following information:

*Shipping & Material Handling* - **Shipping Instructions sheet** has the dates for shipping to the **Warehouse and to Show Site**. Also, included is information and forms for all your shipping, drayage, material handling, air freight and customs clearance requirements. If you have any questions about shipping and/or drayage, **call the company indicated for clarification**. This will prevent any misunderstanding onsite. Also at the end, Trade Tips for Exhibitors has some helpful information on **material handling**.

*Booth Installation & Furnishings* - This provides forms to order rental booths, furniture, carpeting, labor and rigging services in your booth.

*Booth Utilities* – See FDC forms to order your Catering, Utilities, Telecommunications, Computer Equipment Rental and Audio-Visual.

*Special Services* - Includes information and contractors for many optional services you may need during ELECTRIC POWER, including:

- \* Lead Capture System
- \* Non-Staff Booth Attendants
- \* Floral Services
- \* Business Center

### 4. Marketing Opportunities

Each exhibitor is entitled to a **Complimentary 30-word Show Guide Listing** in the official ELECTRIC POWER Show Guide. **Remember** that your company's **contact** information is **NOT** counted as part of your 30 word description. And the name of your contact **person** is NOT included in your listing.

The deadline for your complimentary 30-word listing is **Wednesday, April 4**. **For the link and step by step instructions or click here [Exhibitor/Sponsor Resource Center](#) to submit you're listing online.**

**Tickets and e-Tickets** for the exhibition will be sent to you to distribute to your customers and vendors. Your sales staff can take them with them on calls to make sure all their contacts know about your company's participation in ELECTRIC POWER. **Go to the tickets page in the Marketing Section** for other suggestions to get the word out.

**SPONSORSHIPS** - A variety are available to promote your company at ELECTRIC POWER. Once again this year, there is the **Harley-Davidson Giveaway** that your company will NOT want to miss. This Sponsorship opportunity is **available to only 35 exhibitors**. Contact: [Sara Lowery Ng](#) today to learn how we can help you connect with the industry's key decision makers!

**Trade Tips for Exhibitors** - This suggests some questions to help interact with your potential customers at ELECTRIC POWER. **This information is as valuable to the novice exhibitor as it is to the seasoned veteran.**

**POWER MAGAZINE** – Advertising in the ELECTRIC POWER Show issue will enhance your involvement as an exhibitor by reaching your intended clients before, during and after the show. Please contact [Matt Grant](#) with POWER Magazine at 713-343-1882. **SHOW ISSUE DEADLINE: March 30.**

**5. Travel, Lodging, Miscellaneous:**

**ONPEAK** Hotel Reservation Forms are included to make your hotel arrangements.

Area transportation information is included in the Baltimore link.

**The Power Plant Awards Banquet** is on **Monday, May 14 from 7:00 pm – 10:00 pm** – a fee of \$125 applies. See your Exhibitor Delegate form to register or go online.

**Welcome Reception** – On **Tuesday, May 15 from 4:00 pm – 6:00 pm**, the Opening Reception will be held on the ELECTRIC POWER Exhibit Floor. This complimentary cocktail reception will be located on the exhibit floor for all delegates, exhibitors and visitors. Open bars will be located throughout the hall. **Exhibitors are encouraged to serve hors d'oeuvres to attract attendees to their booths during the reception.** See Centerplate Catering Services Form.

***FINAL NOTE:***

If you have any questions about this Exhibitor Service Kit or any concerns during your preparation for ELECTRIC POWER, please contact:

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